



Style Without Boundaries

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Description

Style without boundaries was a competitive brief that challenged and explored the use of new imagery in street style created by iphoneographers using the photosharing social network site and iphone application, Eye Em. The resulting collated and live streamed imagery were shown at London Design Festival on 23rd – 25th September 2011.

Style Without Boundaries



http://www.mochasoyhippy.com/2011_11_01_archive.html



<http://ldnfashion.com/streetstyle/style-london-fashion-week-1/>



<http://www.fabsugar.co.uk/Milan-Fashion-Week-Street-Style-14578232>

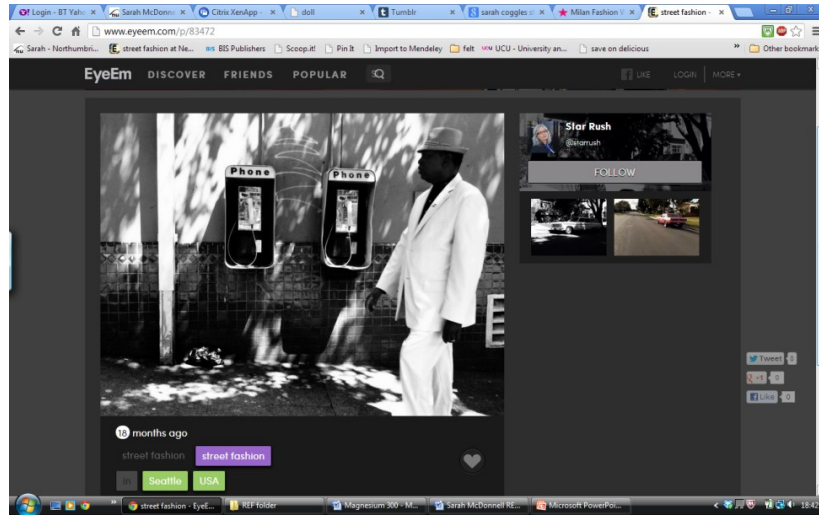
Selected images
from blogs

All web details accessed
13/02/2013

Research Imperatives

The question for the competitive brief for arose out of the observations that most street-style photography on the web presents young, female Caucasian subjects. iPhoneography and collaborators' Eye Em was the method used to challenge and explore this arena for a broader understanding and perspective in street-style imaging.

Style Without Boundaries



Research Process

The Style without Boundaries competition brief was set to coincide with the launch of Eye Em's alpha version of their app for Android and iPhone platforms in August 2011. Asking Eye Em users to capture street-style images was an experimental method in gathering material and engaging with this iPhoneography community. The brief was discussed with Eye Em founders who put out a call for images in a language that reflected the dialect of this particular social media platform but retained the concept to challenge the community in their understanding of street style.

Style Without Boundaries



<http://blog.eyem.com/2012/02/meet-the-team-severin-matusek/>

Research Process - The Activities

Participants used their smart phones with the Eye Em app for Android or iPhone to 'shoot' a picture and select 'streetfashion' as the activity tag. The images became part of a live 'vibe' where they were shared, liked, commented and voted on by the Eye Em community. Every member of the community could vote through the 'like' button ascribed to each image. The call for images took place between 15th – 29th August 2011. London Design Festival was chosen as the event host to encourage as many inhabitants and visitors as possible in the city to participate alongside the global call from the Eye Em community.

Style Without Boundaries - Outcomes

The key findings in this study are the differences of image capture between iPhers and blogger and how they choose to frame and present their subjects online. Bloggers in co-constructing the image with the 'stop-and-pose' subject give rise to a staged performance that presents public selves in a public physical space that is reiterated in the public blog – in each stage of image production they curate self for public consumption. Whereas the iPhers discreet capture of subject both hides and displays their own and their subject's persona. Hiding in that the subject is 'off guard' representing their veridical private self in a public scenario that is iterated on a digital platform; displaying in that iPhers as well as the blogger gain social currency in the display of their images. Their discreet curation of subject leaves more for the viewer to interpret but does reveal elements of the iPher's self in who and how they capture as the subject. This difference in how bloggers and iPhers capture imagery might has greater relevance in how we all choose to hide or display aspects of ourselves through imagery online. The project has also shown that the rise of single-device technology has enabled a wider participation in iPhoneography and use of photo-sharing SNS. It has removed some of the limitations and expectations imposed by a formal digital camera thereby developing a more democratic oeuvre.

Style Without Boundaries - Outcomes

The key participants were followed up and asked questions on their camera use, contributions to the brief, age and gender. The key users of iphoneography tended to be 25 – 40 year old and male. This was also considered as a contributory factor in the differences to street style image capture differences between bloggers and iphers.

The findings were presented at **Fashion Tales**, the official website of the **13th International Conference of [*ModaCult - Center for the Study of Fashion and of Cultural Production*](#)** of the Università Cattolica of Milan .

The title of the paper Style without Boundaries ‘New fashion tales from iphoneography’

The following images were amongst the top 30 most ‘liked’ by the Eye Em community.....



THE
LONDON
DESIGN
FESTIVAL

STYLE WITHOUT BOUNDARIES

CROSSING AGE : CULTURE : CONTINENTS

An interactive photographic exhibition showing
amazing street styles through the lenses
of mobile photographers worldwide

PRIVATE VIEW | Friday 23rd Sep 2011 | 6pm
R.S.V.P | paulandrew.taylor@northumbria.ac.uk

School of Design London
Northumbria University
1-15 Bradley Close, White Lion St
Islington, London, N1 9PN
Nearest Tube: Angel

EyeEm
www.EyeEm.com



northumbria
UNIVERSITY
www.northumbria.ac.uk/design

Top 30 Shortlist

<http://blog.eyeem.com/2011/09/style-without-boundaries-the-top-30-shortlist/>



Precis of Image Library

EyeEmSpotlight

Discover Mobile Photography

style without boundaries



London, You Rock!

26/SEP/2011 / by Severin



After a fantastic opening night and a great weekend Style without Boundaries is now over. It's been really great to be here, see the exhibition and to meet some of the participating photographers. [more](#)

Tweet 14 3 Like 24

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Categories



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Featuring inspiring community members, photos and backstories.



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The Week on EyeEm /

The most exciting images of the week, handselected every Sunday.

The Event

Quality time at Style without Boundaries

29 Photos

0 Followers

Follow



Tweet

+1

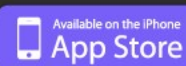
0

Like

Embed

Send

This vibe automatically groups similar photos, making it easy for you to take photos together with like-minded people. Check out the app and add your photos! It's Free!



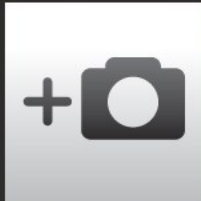
The Contributors

Style without Boundaries

48 Photos

4 Followers

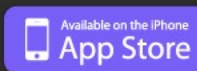
Follow



Tweet +1 0 Like

Embed Send

This vibe automatically groups similar photos, making it easy for you to take photos together with like-minded people. Check out the app and add your photos! It's Free!



The Exhibition

The Most 'Liked' Image from the Eye Em Community



<http://www.eyem.com/p/86293> Brooklyn Theory

<http://www.eyem.com/u/3273> Brooklyn Theory



Hi, EyeEm: Daniel Holland

4/OCT/2011 by Severin

Tweet 24 +1 3 Like 30



Follow EyeEm



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Playground /

Ongoing competitions, exhibitions, events and projects.



The Week on EyeEm /

The most exciting images of the week, handselected every Sunday.

EyeEm Twitter

The Eye Em Community

Images from Eye Em Contributors'



<http://www.eyem.com/p/82711> Judy Green



<http://www.eyem.com/p/82997> Monica Dranger





<http://www.eyeem.com/p/82865> unruly-e



<http://www.eyem.com/p/82681> Robson santos



<http://www.eyem.com/p/83277> Arch





<http://www.eyem.com/p/83607> Alexander Kesselaar



<http://www.eyem.com/p/88335> Magikphil Photomagie



<http://www.eyeem.com/p/85070> Star Rush



<http://www.eyem.com/p/86119> Nad Benichou



<http://www.eyem.com/p/83863> Star Rush



<http://www.eyeeem.com/p/85714> Noi Mendoza



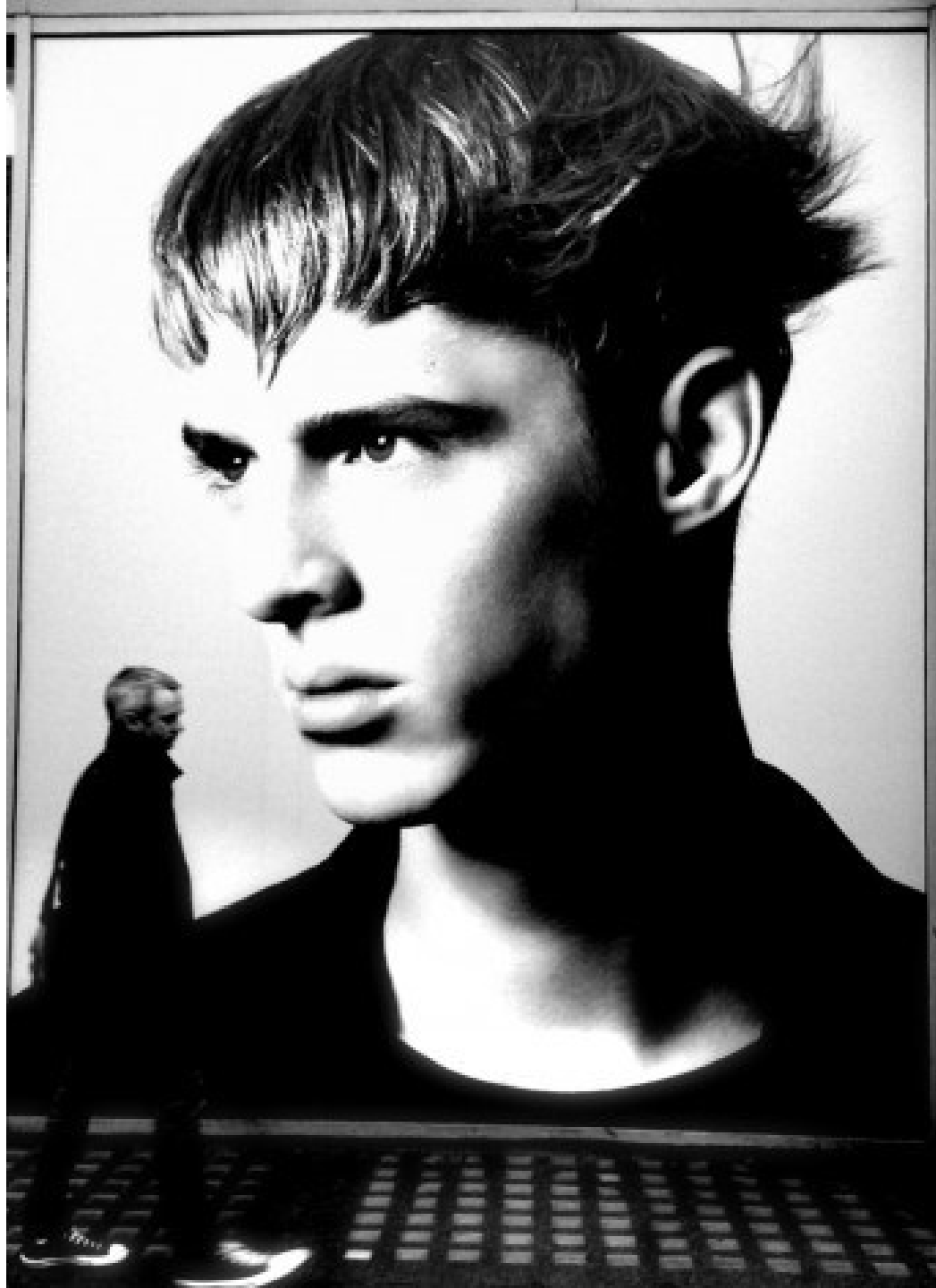


<http://www.eyem.com/p/82867> Star Rush





<http://www.eyem.com/p/86264> Alexander Kesselaar



<http://www.eyem.com/p/86980> Robson Santos





<http://www.eyem.com/p/89912> Fashion NY

Vouchsafed image of workers





<http://www.eyem.com/p/87365> Takinyerphoto



<http://www.eyem.com/p/82918> Takinyerphoto



<http://www.eyem.com/p/86638> Nadia Boegli



<http://www.eyem.com/p/82508> Monica Dranger







<http://www.eyem.com/p/83481> Alexander Kesselaar



<http://www.eyem.com/p/84162> Andreas Reinert



<http://www.eyem.com/p/87655> Monica Dranger



<http://www.eyem.com/p/82629> Robson santos



Daniel Holland





<http://www.eyem.com/p/384807> Brooklyn Theory



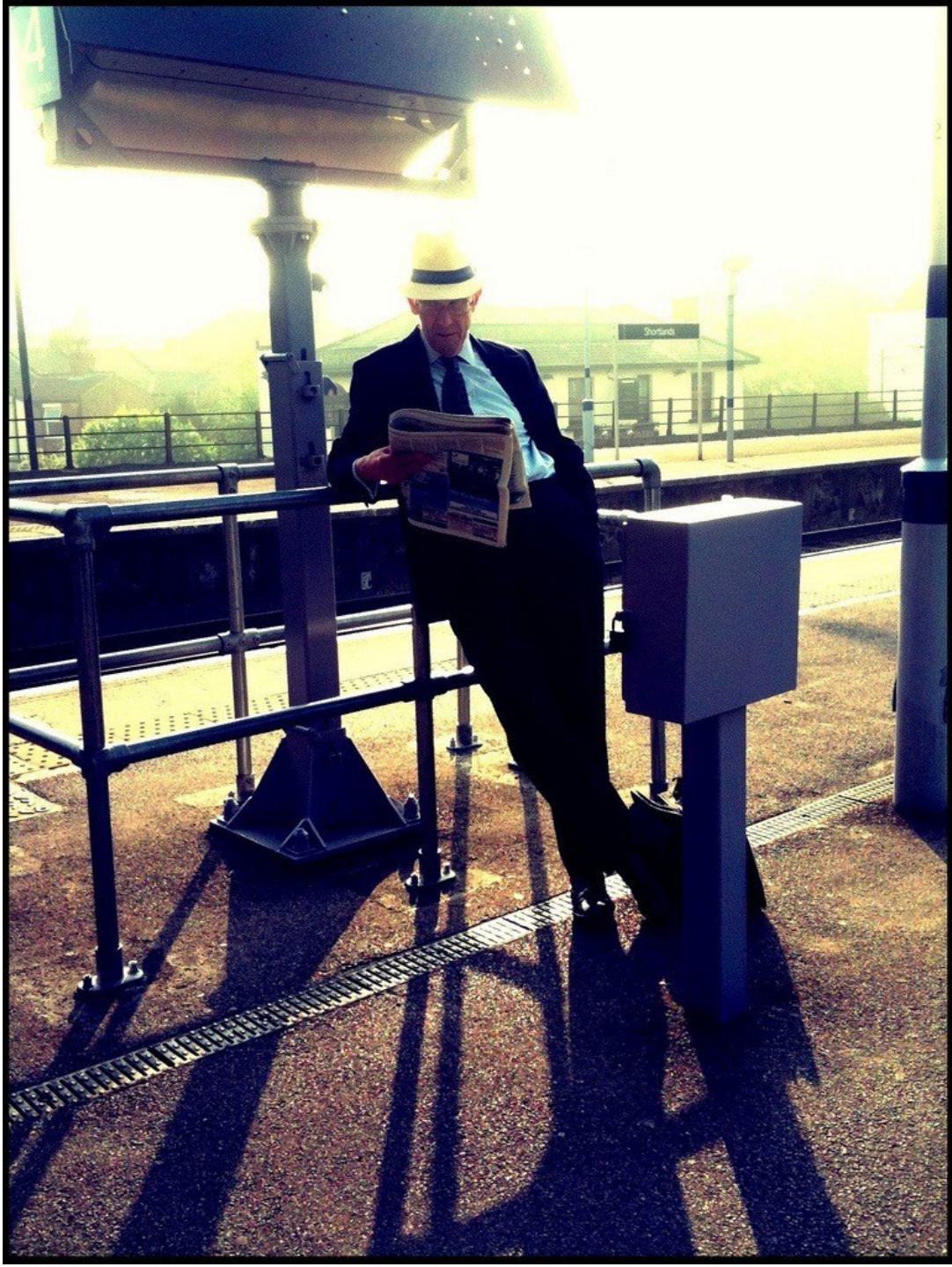
<http://www.eyem.com/p/63461> Brooklyn Theory



Daniel Holland



<http://www.eyem.com/p/86446> Daniel Holland



<http://www.eyem.com/p/57573> Daniel Holland



<http://www.eyem.com/p/86444> Daniel Holland



<http://www.eyeeem.com/p/69486> Kevin Thornhill



<http://www.eyem.com/p/70745> Kevin Thornhill







<http://www.eyem.com/p/86310> Takinyerphoto

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http://thames2thayer.com/blog/wp-content/uploads/2011/06/McCune_Instagram_Dissertation_Draft.pdf
accessed 5/05/2012

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